Possible straplines:

- From couch to competition

Cover
Images need to be a balance of pictures of physical activity and sport, such as:

- Walking
- Swimming
- Cycling
- Playing football
- Another sport/ young person playing sport
- Competitive athlete

Infographic on physical activity and sports in Waltham Forest
Rate of inactive residents
Obesity rates
Long term condition, colon and breast cancer rates
Number of leisure centres
Participation rates
Key assets
Amount of money invested in leisure centre refurbishment
Number of volunteers from TdF and 2012
Number of old people/ young people that have done free swims
Leisure centre membership
Allotments
Foreword

Welcome to our Physical Activity and Sport Strategy for Waltham Forest. There are a huge range of physical activity and sports on offer in Waltham Forest: from swimming at Waltham Forest Leisure Centre to; having a walk in the woods at Epping Forest to beach volleyball at Leyton Beach; having a kick-about at Low Hall Sports Ground to competing in an athletics competition at the track.

But not enough people are getting enough exercise. The health and wellbeing of our local population is my major concern – I want to make sure that everyone who lives in Waltham Forest is happy, healthy, and thriving. We recognise the valuable social, health and economic benefits that physical activity and the provision of sport and leisure facilities and opportunities can create for our communities alongside an improved quality of life.

The aim of our strategy is therefore to ensure that all our residents increase their physical activity, no matter what their fitness levels are, and that the sport and leisure facilities and services we provide help our residents become healthier and fitter and achieve whatever physical activity or sporting goal they want to aim for. It sets out how we will approach the provision and delivery of physical activity and sport and leisure support to meet our Council priorities.

Despite the current pressures on our budget, we have shown our commitment to improving sports facilities for residents by refurbishing every leisure centre in the borough over the past couple of years and creating new facilities like the tennis courts in Ridgeway Park and the pitches at Leyton Jubilee Park, as well as world class facilities at Eton Manor, the part of the Olympic Park which falls within Waltham Forest. This investment has led to an expansion of the facilities on offer to residents, and will overcome some of the barriers which prevent people from being physically active.
This investment is being complimented by the development of new ways of working together with our colleagues and other partners, to develop effective and responsive services that best meet the needs of our local population.

I am proud to be part of a diverse and resilient population here in Waltham Forest: it is a wonderful place to live, work, and raise a family. I believe that we have the potential to work together as local people to make sure that all individuals, families and communities thrive.

Councillor Ahsan Khan
Lead Member for Health and Wellbeing
1 Vision

The vision of this strategy is to improve the quality of life for local residents as well as people who go to school or work in Waltham Forest by increasing the opportunities for people of all ages and abilities to take participate in physical activity and achieve their goals.

We know that there are large variations in residents' participation levels in physical activity and sport and this strategy will support every resident whatever their level of engagement. We want to take residents on a journey that will see people:

- move from no or low levels of physical activity towards regularly participating in physical activity
- move from moderate levels of physical activity towards higher levels, and being confident to join a sports club, take part in team sports or amateur competitions if they wish.
- continue to be supported if they are competing at a regional, national or international sporting level.

This vision will be through informal and formal physical activity and sport in a range of locations across the borough.

2 Aims

The Strategy aims to provide a co-ordinated approach to

- increase the amount of physical activity that all our residents do. This includes supporting people who already participate in sports and people who have low levels of physical activity.
- develop new physical activity, sport and leisure opportunities appropriate for all residents and communities who do not normally engage, or are most at health risk due to their physical inactivity
- develop grass roots sports & leisure activities and sports development pathways that support individuals to pursue their sporting ambitions as far as they wish.
• ensure that London Borough of Waltham Forest meets the physical activity and sport expectations outlined in other local and national priorities and strategies (see section 3)

3 Strategic Context

3.1 National strategic context
The Government published their Sports Strategy\(^1\) in December 2015. The strategy recognises that local authorities have a huge role to play in the delivering sports provision because “their understanding of communities enables them to target opportunities and encourage mass participation.”

The strategy sets out what they expect local authorities to do:

• Bringing schools, voluntary sport clubs, National Governing Bodies of sport (NGBs), health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system.

• Integrate physical activity into public health policy as part of a wider shift from a system that treats ill-health to one that promotes wellbeing.

• Responsibility for wider policy areas which can have a significant impact on the physical activity of the local population, including management of rights of way, parks and other green spaces.

These expectations have been included in the outcomes for our local strategy.

The Government’s strategy has also informed Sport England’s strategy which was launched in April 2016.

3.3 Local strategic context
In January 2015, the Council set its priorities and commitments for 2015-2018. They were based on a consultation with residents to ensure that we continue to prioritise our work and ensure we continue focus on the services that matter most to residents. See box 1 below to see how this strategy helps to deliver the Council’s priorities.

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\(^{1}\) Department for Culture, Media & Sport. 2015. Sporting Future - A New Strategy for an Active Nation
Available at: https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation
| Keep your neighbourhood clean and safe | ✓ contributing to a sense of identity by giving the community the chance to come together through sports |
| Help build a strong local economy and thriving town centres | ✓ using Waltham Forest’s unique assets as an Olympic host borough to market the borough as a destination |
| Support affordable housing for everyone’s needs | ✓ providing infrastructure and services that will make the borough marketable and attractive for residents and developers |
| Help all of our residents enjoy a good quality of life | ✓ increasing physical activity to improve the health and wellbeing of residents  
✓ maintaining high quality parks, green spaces and affordable, modern leisure centres  
✓ providing young and older residents with a range of activities and support such as free swimming |

In addition, this strategy has clear links to other local strategies and workstreams currently being undertaken by the Council:

- LBWF Healthy Weight Strategy
- LBWF Health & Wellbeing Strategy
- LBWF Open Spaces Strategy
- LBWF Enterprise, Employment and skills strategy
- LBWF Economic Development Strategy
- LBWF Redefining Waltham Forest.
- LBWF Healthy Schools workstream
- LBWF Mini Holland and Active Travel workstreams
3.4 Partner Organisations

Other partners have also produced strategies that are important to the Council in taking this strategy forward. These partners include Waltham Forest Clinical Commissioning Group\(^2\), the London Legacy Development Corporation, Lea Valley Regional Park Authority, and the National Governing Bodies for individual sports.

We are proud to have established a close working relationship with all of these bodies over the years. Their support is critical in realising the aims and aspirations of residents, and we look forward to continuing to work in partnership with them to ensure that residents get the facilities, access and support that they need.

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<th>Partnerships Pyramid</th>
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<td>Sport England</td>
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<td>Lee Valley Regional Park Authority</td>
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<td>London Legacy Development Corporation</td>
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<td>Matchday · Greenwich Leisure Limited · Leyton Orient Trust</td>
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<td>Sports Clubs · Schools · Colleges · London Playing Fields Foundation</td>
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\(^2\) Insert link to CCG Primary Care Strategy and Self Care Strategy
This strategy will articulate a clear direction of travel to support the above strategies and ensure that the physical activity and sport offer in Waltham Forest is the best it can be to support the health and wellbeing of residents.

4 Physical inactivity and the burden of disease

Physical inactivity is the fourth leading cause of global mortality, and many of the leading causes of ill health in today’s society, such as coronary heart disease, cancer and Type 2 diabetes, could be prevented if more inactive people were to become active. In the UK, it is estimated that physical inactivity causes:

- 10.5% of coronary heart disease cases
- 18.7% of colon cancer cases
- 17.9% of breast cancer cases
- 13.0% of type 2 diabetes cases
- 16.9% of premature all-cause mortality.

These rates are higher than those observed worldwide.

A Health Impact of Physical Inactivity (HIPI) tool has been developed by Public Health England. This tool estimates the number of cases of certain diseases that could be prevented in each local authority if the population aged 40-79 were to engage in recommended amounts of physical activity. For Waltham Forest the HIPI tool estimated that 122 out of 671 deaths could be prevented if 100% of the resident population were physically active.

Taking part in physical activity, alongside eating healthily, can help an individual maintain a healthy weight. Overweight and obesity can lead to increasingly adverse effects on physical and mental health and wellbeing. Excess weight is a major risk

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6 Health Impact of Physical Inactivity (HIPI), Burden of Disease and Death from physical inactivity ages (40-79), by county and unitary authority, [http://www.apho.org.uk/addons/_122359/atlas.html](http://www.apho.org.uk/addons/_122359/atlas.html)
factor for diseases such as type 2 diabetes, cancer and heart disease, deep vein thrombosis and pulmonary embolism. There are also potential problems including reproductive and urological, respiratory, non-alcoholic fatty liver disease and gastrointestinal disease. Alongside the serious ill-health, it can reduce people’s prospects in life, affecting individuals’ ability to obtain and keep work, their self-esteem and their underlying mental health.

Benefits of Sports Clubs/ Competitive Sport

5 Where are we now: Current provision and recent achievements

Since 2012 the Council and its partner Better have delivered a programme of refurbishments in all of the leisure centres, this programme culminates with the opening of the new Waltham Forest Leisure Centre in October 2016 which will provide new activities to engage all members of the Community.

Photos of: refurbished leisure centres

- Score Centre
- Ridgeway Tennis Hub
- Salisbury Hall
- Outdoor Gyms
- Our Parks
- Olympic Legacy
- High Performance Programme

5.1 ‘Our Parks’

Our Parks is a programme of free activity sessions in parks and open spaces in Waltham Forest. It includes activities to suit all ages and abilities, including circuit training, boot-camps, women-only exercise classes and yoga, the sessions are free – funded entirely by the Council.

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8 Department of Health (2011), Healthy Lives, Healthy People: A call to action on obesity in England
As well as delivering health benefits, the scheme gives people the chance to exercise outside for free, and the social element of meeting new people is an attraction for many.

Over 5,300 residents have signed up, and we deliver over 50 hours a week of physical activity through the programme. Last year residents made 30,000 visits to the activity sessions, and one in five residents participating said they have visited their GP less as a result.

5.2 Olympic Legacy

We were proud to be an Olympic Host Borough. Eton Manor in the south of the borough was home to wheelchair tennis and the warm up pools for the Aquatic Centre.

It is still home to world class sporting facilities as part of the Olympic Legacy. It contains a host of high quality sporting facilities including two hockey pitches, six tennis courts (outdoor), four tennis courts (indoor), a mountain bike circuit and 5-a-side football pitches.

As part of the Olympic legacy for Waltham Forest investments has been achieved to provide:

- Leyton Beach – 3 beach volleyball courts
- Leyton Jubilee park with a new basketball area and mini soccer pitches
- Abbotts Park with a new pavilion and refurbished adult and mini tennis courts
6 Strategy Outcomes

To deliver the aims of this strategy we have identified 6 interlinked key outcomes that will support residents at all levels of physical activity or sports:

**Physical Activity**

**Key Outcome one**
Increased physical activity levels in the local population, in particular individuals and groups of individuals whose health would benefit most from being more physically active.

**Key Outcome two**
That physical activity and sport will be a tool to engage all sections of the community and to bring communities together.

**Sports**

**Key Outcome three**
An integrated approach to sport and leisure facility provision for projected facility developments and improvements.

**Key Outcome four**
High quality, affordable and accessible environments and sports and leisure facilities will be available across the borough.

**Facilities**

**Key Outcome five**
Sports clubs and organisations in the borough will be supported to meet the sporting needs of local people.
To achieve the strategy outcomes, the following actions will be taken.

7.1 **Key Outcome one - Increased physical activity levels in the local population, in particular individuals and groups of individuals whose health would benefit most from being more physically active.**

We will:

- Bring schools, voluntary sport clubs, National Governing Bodies of sport (NGBs), health and the private sector together to forge partnerships, unblock barriers to participation and improve the local sport delivery system.

- Target activities aimed at reducing the percentage of people that are inactive, particularly those from low participation target groups, including:
  - Working to understand why participation is low amongst certain groups within the borough.
  - Working with health and social care staff to highlight the benefits of physical activity to their clients.
  - Working with partners, including community and voluntary organisations who support groups who have known low participation rates in physical activity.

(Health and Wellbeing Strategy and Central Government Sports Strategy action)

- Work with local health partners to increase the physical activity in those groups who are at greater health risks from physical inactivity including those with Long Terms Conditions (Health and Wellbeing Strategy and Central Government Sports Strategy action). Ensure that details of local physical activity provision as part of prevention or patient education programmes.

- Ensure that providers of existing health and wellbeing services are aware of the physical activity offer, and are confident to signpost or refer people to these.

- Increase awareness of the physical opportunities available through the Single Point of Access.

- Maximise the digital revolution to promote and simplify the routes to taking part.

- Continue to deliver an Our Parks programme and aim to see 10,000 residents registered and attend 100,000 visits.
• Provide free swimming in all of the boroughs pools for Under 18’s, Over 60’s and disabled people at all times

• Maximise external funding to deliver activity programmes for residents, through commercial opportunities and grants.

7.2 Key Outcome Two – That physical activity, sport and leisure will be a tool to engage all sections of the community and to bring communities together.

We Will:

• Support and develop events that encourage community physical activity and sports participation and collaboration between sports

• Deliver an annual open month of physical activity and sport and encourage all sports clubs and organisations to engage

• Deliver both intra and inter school games competitions in schools attracting over 1000 competitors

• Consider borough wide-implementation of school programmes like the Daily Mile or Golden Kilometre, with the aim of fostering non-competitive physical activity participation amongst children and young people

• Support schools to engage with the Healthy Schools London programme, to support a holistic school approach to wellbeing, including physical activity.

• Take advantage of external funding opportunities to maximise the physical activity offer within schools.

• Work with schools to identify talented young people and signpost them to opportunity

• Provide opportunity for talented individuals and teams to compete in regional competitions including London Youth Games, London School Games, Inter-borough competition

• We will continue to listen and work with local people to make the best use of our existing strengths, to support community groups, and to take actions based on what we hear from them.

• Identify sponsorship opportunities to support these activities
7.3 **Key Outcome four – An integrated approach to sport and leisure facility provision for projected facility developments and improvements**

We will:

- Use the up-coming VCS Review to create the environment for key organisations to work effectively together to improve existing and develop new sports facilities in Waltham Forest
- Bring additional resources into the borough to improve sports facilities and drive an increase in sport and physical activity participation
- Work with a range of partners including those in the voluntary and commercial sector to secure funding to refurbish existing and/or build new sports facilities that meet today’s needs
- Grant fund local sports clubs to deliver programmes to engage inactive residents to become active.
- In partnership with GLL and LVRPA develop relationships to ensure access to venues on the Queen Elizabeth Olympic Park for local residents, clubs and talented athletes

7.4 **Key Outcome three - High quality, affordable and accessible environments and sports and leisure facilities will be available across the borough to support increased physical activity**

We will:

- Provide environments that enable residents to live a healthier, active and more enjoyable life, including management of rights of way, parks and other green spaces (Central Government Sports Strategy action)
- Ensure that leisure facilities support individuals to make healthy choices through provision of healthy meal or snack option, and access to free drinking water.
- Maximise the opportunities to increase active travel through
  - Walking – provide a weekly guided walking programme across the borough
  - Cycling – ensure the opportunities afforded by Mini Holland link to to the local cycling club infrastructure and anything else
• Ensure new sports facilities are built to meet recognised quality standards in the right location and are accessible at the right price. Encourage active travel to leisure venues, including provision of route guides or maps, and easy access to bicycle parking.

• Ensure sports facilities built on school sites are available and accessible to the community at a reasonable price and with appropriate management systems in place

• Open Waltham Forest Leisure Centre

• Develop plans for an outdoor sporting hub on Ive Farm

• Develop plans for a replacement of Score Centre

• Develop a vision for Low Hall Sports Ground

7.5 Key Outcome five – Partner with sports clubs to provide opportunities to meet the needs of local people

We Will:

• Increase the number of sports clubs achieving club mark

• Provide monthly workshops that support clubs to build capacity

• Continue to provide a sports grants programme for clubs

• Identify gaps in provision and work towards creating new clubs to bridge the gap

• Develop both the Junior and adult club sections for all sports

• Provide a pathway for all sports from grass roots to excellence

• Develop volunteering and officiating for all sports

• Recognise achievement through annual sports awards and regional awards

• Work in partnership to identify future growth and funding opportunities

• Promote the GLL sports foundation annual sports award programme
- Consider how we can support local non-sporting organisations to offer physical activity options for their members, who may otherwise may not wish or be able to engage in existing provision

- Working with local organisations and providers to ensure that the local offer around physical activity is well understood, and can be clearly communicated.

8 Monitoring and governance

This policy will be agreed and implemented by the Health and Wellbeing Board.

We will:

- Report quarterly on the PI’s to the Health and Wellbeing board